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Sheet 1 of 1

## **Complete if Known**

Application Number	09/884,821
Filing Date	June 18, 2001
First Named Inventor	Mallon, Kenneth P
Group Art Unit	2123
Examiner Name	
Attorney Docket Number	017887-009000

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## **OTHER PRIOR ART – NON PATENT LITERATURE DOCUMENTS**

Examiner Initials *	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	Technology Center 2100
<i>and</i>	A	ZUFREYDEN, FRED, "New Film Website Promotion and Box-Office Performance," Journal of Advertising Research, January - April 2000, pp. 55-64.	
<i>and</i>	B	WAKEFIELD, JULIE, "Catching A Buzz New Internet Traffic Watchers Aim to Elevate Marketing to a Science," Scientific American, November 2001, pp. 30 and 32.	
<i>and</i>	C	BLANKENHORN, DANA, "Measuring Street Cred," ClickZ, April 2, 2001; <a href="http://www.clickz.com/article.php/839701">http://www.clickz.com/article.php/839701</a> ; pp. 1-4, Printed 3/18/02.	
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